## **CLAIMS**

What is claimed is:

An aqueous coating formulation containing solids, for enhancing image visualization and retention of reactive dye-based inks, comprising:

- a) a cationic polymer or copolymer,
- b) a fabric softener,
- c)\ urea, and
- d) an ingredient selected from sodium bicarbonate, sodium carbonate or combinations thereof.
- 3. The aqueous coating formulation of claim 1 wherein said fabric softener is present in an amount between about 5 to 20 % of the total solids.
- 4. The aqueous coating formulation of claim 1 further comprising a latex binder.
- The aqueous coating formulation of claim 4 wherein said latex binder is present in an amount between about 0 to 80 % of the total solids.
- 6. The aqueous coating formulation of claim 1 wherein the sodium bicarbonate, sodium carbonate or combination thereof is present in an amount between about 3 and 10 % of the total solids.
- 7. The aqueous coating formulation of claim 1 wherein the urea is present in an amount between about 5 and 12 % of the total solids.
- 8. The aqueous coating formulation of claim 1 further including additives selected from the group including wetting agents, defoamers, and surfactants.
- 9. The aqueous coating formulation of claim 8 wherein said additives are present in an amount between about 0.1 and 1 % of the total solids.

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- 10. An aqueous imbibing solution, for enhancing image visualization and retention of reactive dye-based inks comprising:
  - a) (either) sodium bicarbonate, sodium carbonate, or a combination thereof,
  - b) urea.
- 11. The aqueous imbibing solution of claim 10 wherein either the sodium bicarbonate, sodium carbonate, or combination thereof is present in an amount of between about 30 loand 40 % of the total solids.
- 12. The aqueous imbibing solution of claim 10 wherein said urea is present in an amount of between about 50 and 70% of the total solids.
- 13. The aqueous imbibing solution of claim 10 further including additives selected from the group including wetting agents, defoamers, and surfactants.
- 14. An aqueous coating formulation containing solids, for enhancing image visualization and retention of acid dye-based inks, comprising:
  - a) a cationic polymer or copolymer,
  - b) a fabric softener,
  - c) urea, and
  - d) ammonium sulfate.
- 15. The aqueous coating formulation of claim 14 wherein said cationic polymer or copolymer is present in an amount between about 5 to 95 % of the total solids.
- 16. The aqueous coating formulation of claim 14 wherein said fabric softener is present in an amount between about 5 to 20 % of the total solids.
- 17. The aqueous coating formulation of claim 14 further comprising a latex binder.
- 18. The aqueous coating formulation of claim 17 wherein said latex binder is present in an amount between about 0 to 80 % of the total solids.
- 19. The aqueous coating formulation of claim 14 wherein the urea is present in an amount between about 2 and 5% of the total solids.





- 20. The aqueous coating formulation of claim 14 wherein the ammonium sulfate is present in an amount between about 5 and 10 % of the total solids.
- 21. The aqueous coating formulation of claim 14 further including additives selected from the group including wetting agents, defoamers, and surfactants.
- 22. The aqueous coating formulation of claim 21 wherein said additives are present in an amount between about 0.1 and 1 % of the total solids.
- 23. An aqueous imbibing solution, for enhancing image visualization and retention of acid dye-based inks comprising:
  - a) ammonium sulfáte,
  - b) urea.
- 24. The aqueous imbibing solution of claim 23 wherein said ammonium sulfate is present between about 30 and 40% of the total solids.
- 25. The aqueous imbibing solution of claim 23 wherein said urea is present in an amount of between about 50 and 70 % of the total solids.
- 26. The aqueous imbibing solution of claim 23 further including additives selected from the group including wetting agents, defoamers, and surfactants.
- A method of treating a substrate so as to improve the adhesion, colorfastness and washfastness of a reactive dye-based ink jet ink printed onto the substrate, which will be exposed to a post-treatment step following printing, the method comprising the steps of:
  - a) providing a substrate,
  - b) treating the substrate with an aqueous coating formulation comprising a cationic polymer or copolymer, a fabric softener, urea, and an ingredient selected from sodium bicarbonate, sodium carbonate or combinations thereof.
- 28. The method of claim 27 wherein said cationic polymer or copolymer is present in said aqueous chating formulation in an amount between about 5 to 95 % of the total solids.

- 29. The method of claim 27 wherein said fabric softener is present in said aqueous coating formulation in an amount between about \$ to 20 % of the total solids.
- 30. The method of claim 27 wherein said aqueous coating formulation further includes a latex binder.
- 31. The method of claim 30 wherein said latex binder is present in said aqueous coating formulation in an amount between about 0 to 80 % of the total solids.
- 32. The method of claim 27 wherein said urea is present in said aqueous coating formulation in an amount between about 5 to 12 % of the total solids.
- 33. The method of claim 27 where n said sodium bicarbonate, sodium carbonate or combinations thereof is present in said aqueous coating formulation in an amount between about 3 to 10 % of the total solids.
- 34. An article produced by the method of claim 27.
- 35. A method of producing a printed substrate so as to improve the adhesion, colorfastness and wash astness of a reactive dye-based ink jet ink printed onto the substrate, the method comprising the steps of:
  - a) providing a substrate,
  - b) treating the substrate with an aqueous coating formulation comprising a cationic polymer or copolymer, a fabric softener, urea, and an ingredient selected from sodium bicarbonate, sodium carbonate or combinations thereof,
  - c) drying the substrate,
  - d) printing on the substrate with a reactive dye-based ink,
  - e) post-treating the printed substrate of step d).







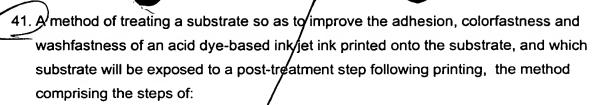
- 36. A method of treating a substrate so as to improve the adhesion, colorfastness and washfastness of a reactive dye-based ink jet ink printed onto the substrate, which will be exposed to a post-treatment step following printing, the method comprising the steps of:
  - a) providing a substrate,
  - b) treating the substrate with an aqueous coating formulation comprising a cationic polymer or copolymer, and a fabric softener,
  - c) treating the substrate of step b) with an aqueous imbibing solution of urea, and an ingredient selected from sodium bicarbonate, sodium carbonate or combinations thereof.
- 37. An article produced by the method of claim 36.
- 38. A method of producing a printed substrate so as to improve the adhesion, colorfastness and washfastness of a reactive dye-based ink jet ink printed onto the substrate, the method comprising the steps of:
  - a) providing a substrate,
  - b) treating the substrate with an aqueous coating formulation comprising a cationic polymer or copolymer, a fabric softener,
  - c) treating the substrate of step b) with an imbibing aqueous solution of urea, and an ingredient selected from sodium bicarbonate, sodium carbonate or combinations thereof,
  - d) drying the substrate,
  - e) printing on the substrate with a reactive dye-based ink, and

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- f) post treating the printed substrate of step e).
- 39. A printed substrate produced in accordance with the method of claim 35.
- 40. A printed substrate produced in accordance with the method of claim 38.







- a) providing a substrate,
- b) treating the substrate with an aqueous coating formulation comprising a cationic polymer or copolymer, a fabric softener, urea, and ammonium sulfate.
- 42. The method of claim 41 wherein said cationic polymer or copolymer is present in an amount between about 5 to 95 % of the total solids.
- 43. The method of claim 41 wherein said fabric softener is present in an amount between about 5 to 20 % of the total solids.
- 44. The method of claim 41 wherein the aqueous coating formulation further comprises a latex binder.
- 45. The method of claim 44 wherein said latex binder is present in an amount between about 0 to 80 % of the total solids.
- 46. The method of claim 41 wherein the urea is present in an amount between about 2 and 5 % of the total solids.
- 47. The method of claim 41 wherein the ammonium sulfate is present in an amount between about 5 and 10 % of the total solids.
- 48. An article produced by the method of claim 41.



- 49. A method of treating a substrate so as to improve the adhesion, colorfastness and washfastness of an acid dye-based ink jet ink printed onto the substrate, which will be exposed to a post-treatment step following printing, the method comprising the steps of:
  - a) providing a substrate,
  - b) treating the substrate with an aqueous coating formulation comprising a cationic polymer or copolymer, and a fabric softener,
  - c) treating the substrate of step b) with an aqueous imbibing solution of urea, and ammonium sulfate.
- 50. A method of producing a printed substrate so as to improve the adhesion, colorfastness and washfastness of an acid dye-based ink jet ink printed onto the substrate, the method comprising the steps of:
  - a) providing a substrate,
  - b) treating the substrate with an aqueous coating formulation comprising a cationic polymer or copolymer, a fabric softener, urea, and ammonium sulfate.
  - c) drying the substrate,
  - d) printing on the substrate with a reactive dye-based ink,
  - e) post-treating the printed substrate of step d).
- 51. A printed substrate produced in accordance with the method of claim 50.
- 52. A method of producing a printed substrate so as to improve the adhesion, colorfastness and washfastness of an acid dye-based ink jet ink printed onto the substrate, the method comprising the steps of:
  - a) providing a substrate,
  - b) treating the substrate with an aqueous coating formulation comprising a cationic polymer or copolymer, a fabric softener,
  - c) treating the substrate of step b) with an imbibing aqueous solution of urea, and an ingredient selected from sodium bicarbonate, sodium carbonate or combinations thereof,
  - d) drying the substrate,
  - e) printing on the substrate with a reactive dye-based ink, and
  - f) post treating the printed substrate of step e).





